

2025 SOCIAL PARTNERSHIP KIT

LADY OUTDOOR
Life Styles





ORIGIN STORY WHY WE EXIST

Authored by and for women, *Lady Outdoor LifeStyles Magazine* celebrates the contributions of modern women in shooting sports and related outdoor lifestyles. As the only female-focused publication dedicated to educating and empowering women in the firearms community, we uplift beginner and expert firearms enthusiasts, conservationists, and countryside wanderers. Our cross-disciplinary content shares here-and-now knowledge, gear, apparel, beauty, wellness, culinary, and personal narratives from everyday women worldwide.



We're the *only* female-authored and female-focused magazine of its kind headquartered in the United States.

We're a fast-growing community of gun-savvy and outdoorsy women.

We're seasoned researchers, reporters, and writers of authentic stories that speak to today's firearm and in-the-field female.

We're rebranding and growing our editorial offerings across firearms, apparel, wellness, and beauty sectors.

We've got the right audience. You've got the products they love.

APPETITE FOR OUTDOOR ADVENTURE

INDUSTRY APPEAL



95% Female: Age 25–65 (core: 30–55)

Lifestyle: Outdoor enthusiasts, firearm owners, recreational and competitive shooters, moms, veterans, law enforcement, homesteaders

Location: Primarily urban and suburban across the United States with emerging audiences in the United Kingdom and Canada

Platforms: Instagram (2.2K+) and Facebook (3.9K+) with new collaborative opportunities available on LinkedIn and Pinterest

AUDIENCES

WHY PARTNER IN OUR PRIME

Your brand has a rare opportunity to:

- Become** one of our first featured sponsors during this relaunch period
- Ride** the wave of our brand-new site redesign and holiday publishing strategy
- Stand out** as an early champion of women voices in the firearms and lifestyle industries
- Receive** custom creative placements while our rates are still accessible



TIERS + RATES

Tier 1: The Quick Draw | \$250

For brands getting their feet wet in this space.

1 IG Post, 1 IG Story Tag, Newsletter Mention (75 words) in partner's chosen month

Tier 2: The Sharpshooter | \$500

For brands ready to make precision impact.

2 IG Posts, 2 IG Story Tags, 1 Blog Feature (250–350 words), Newsletter Mention (100 words) in partner's chosen months

Tier 3: The Range Queen | \$750

For brands with serious aim in the industry.

3 IG Posts, 3 IG Story Tags, Newsletter Feature (200 words + image), Dedicated Blog Article (500 words), Site Sidebar Ad for 30 days in partner's chosen months

Tier 4: The Ballistic Elite | \$1,250+

High-caliber page with fully integrated campaign.

All of Tier 3 + collaborative product shoot, partner spotlight video, and priority placement across channels in partner's chosen month

Bundles are customizable. Payment plans available.





Partner with us in Q4 for bonus benefits:

Gift Guide inclusion in print + digital issues

“12 Days of Lady Outdoors” social campaign

participation with giveaway or discount options

Optional IG reel collaboration on holiday

traditions + outdoor family adventures

HOLIDAY ACTIVATION PERKS



A tactical gear manufacturer, outdoor fashion brand, or wellness company for rugged women? We connect our readers and followers to it all. *Lady Outdoor LifeStyles Magazine* offers a growing platform to connect with our real, loyal, and like-minded audience. **Contact:** marketing@ladyshooterlife.net

LET'S AIM FOR INTENTIONAL
ADVENTURE TOGETHER

THANK YOU